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PRESS RELEASE

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The California Office of Traffic Safety Announces Fall Drink Recipes for Designated Drivers

Sacramento, CA – The California Office of Traffic Safety is announcing its autumn-inspired non-alcoholic Designated Driver Drinks, or “DDrinks” just in time for the fall season. The Sansgria and the Five Spice Pear Buck are cozy concoctions with ingredients such as cinnamon and seasonal fruits, as non-alcoholic options for those looking for a festive alternative to the typical holiday cocktail recipes.

Both recipes are a part of a public-private partnership with OTS and bars across the state, and will be featured in participating establishments for one year. The two new drinks feature Sacramento as their city of origin. The Sansgria creation is in partnership with Paesanos restaurant and is the innovation of “mixologist” Sarah Holmes. The 5 Spice Pear Buck was developed in partnership with Centro Concina Mexicana and is the creation of “mixologist” Brad Peters.

“The importance of this campaign extends well beyond offering creative drinks to designated drivers,” said Christopher J. Murphy, Director of the Office of Traffic Safety. “We are trying to create increased positive social connotations associated with the designated driver role, making it a normal, necessary element for a night out.”

The DDrink campaign features specially-crafted non-alcoholic drink recipes submitted by 12 food and drink establishments in cities throughout the state: Sacramento, Santa Barbara, San Diego, San Francisco, San Jose, and Los Angeles. To further support the campaign and its messaging, OTS has added an interactive Facebook tab that features all 12 DDrink recipes and provides easy access to patrons who may want to recreate one of the featured drinks at home.

In addition to an enhanced social media presence, the campaign is also strongly supported by in-restaurant resources, including table tent cards, menu inserts, and window and mirror signs displayed in each of the participating locations. These materials not only indicate the established

partnership with OTS, but also encourage patrons to try the restaurants signature DDrink or to take advantage of the OTS cab finder QR code.

For more information on the fall drink recipes, the DDrink campaign, or for a list of participating bars and restaurants, anyone can visit the OTS Facebook page at www.facebook.com/CaliforniaOTS or follow OTS on Twitter @OTS_CA. For more information on all OTS efforts, visit www.ots.ca.gov.

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